

Telstra and IBM Aspera Team up to Enable Media File Transfer Capability and Global Media File Collaboration

Telstra's dedicated professional media network - Telstra Global Media Network - selected IBM Aspera Files SaaS to provide high performance file sharing and collaboration for the broadcast and media industry

ARMONK, N.Y., April 19, 2017 /PRNewswire/ -- IBM (NYSE:[IBM](#)) today announced that [Telstra](#), Australia's leading telecommunications and technology company, has selected IBM [Aspera](#) to deliver simple, fast and secure media file transfer capability for Telstra Global Media Network (GMN) over the internet powered by Aspera Files.

Custom built for the media industry, GMN combines Telstra's high-capacity submarine fiber cable network, with access to four teleports and over 40 satellites covering strategic media hubs across Asia, Europe, the United States and Australia. As an alternative to traditional media delivery, GMN utilizes the proven power and performance of Aspera Files to share and exchange content of any size, from any connected location, with anyone.

Telstra GMN was developed in response to rapid growth of video on-demand consumption, providing customers with support for a broad range of media content formats, resolutions and access requirements including live stream and file based media. Using the joint solution by Telstra and Aspera, GMN customers can quickly and reliably share content around the world – whether it's a broadcaster wanting to source a timely critical sports event, or content producers delivering a television program between production facilities.

Telstra's GMN is supported by satellite and fiber infrastructure on a fully redundant low latency network coupled with 24x7 international monitoring, support and management from Master Control Rooms in Sydney and Hong Kong ensuring timely delivery of digital assets to meet the most stringent production deadlines.

The deep API-based integration of the multi-tenant Aspera Files SaaS platform provides a comprehensive file sharing and delivery solution that is immediately available and can be accessed and redirected from the Telstra GMN online portal. Via Telstra's GMN online portal customers can schedule services from their preferred location, with a choice of different performance and management levels. Customers are also able to select additional services including media file transfer via Aspera Files and record to file functionality which records live feeds and saves content to digital files to be sent via media file transfer to customers.

"The Telstra Global Media Network was built to empower our global customers to swiftly and smartly grasp the incredible opportunity at hand with the rise of demand for content," said Trevor Boal, Head of Telstra Broadcast Services. "With a strategic focus on the delivery of live global sports broadcasting, Telstra continues to invest heavily to bring the best solutions and technology to market for broadcast customers. Partnering with the innovative architecture of the Aspera Files SaaS naturally satisfied our goals to scale across multiple cloud storage environments while adding value to the customer experience with GMN."

"The technical strengths of the Telstra network combined with the high-performance large content sharing and delivery capabilities of Aspera Files enables customers in the media community to enjoy both the highest quality application and infrastructure and to have a future-proof home for their most advanced media workflows," said John Wastcoat, Vice President of Business Development at Aspera.

The solution takes full advantage of the most advanced features of the Files platform:

- Fine-grained access controls per Workspace to allow each media Client an area to upload, share and manage media content and preview video and images.

- Send packages of files and directories of any size to other workspace members and external users.
- Personal and "dropbox" invitation links for others to submit content and metadata.
- Seamlessly connect virtually any public cloud storage via the Aspera Transfer Service to manage and scale out the storage available to clients as GMN evolves.
- Drag-and-drop files and folders to initiate transfers locally or between regions around the world, with direct access to Telstra's chosen storage.

Aspera is demonstrating Aspera Files SaaS and the Aspera Multi-Cloud High-Speed Transfer Service, alongside its entire portfolio of high-speed file transfer, sharing and exchange solutions at NAB 2017 taking place April 24-27 in Las Vegas at Booth SL8124.

Telstra is demonstrating the Global Media Network along with its complete portfolio of network solutions at NAB 2017 taking place April 24-27 in Las Vegas at Booth SU6105.

About Aspera

Aspera, an IBM company, is the creator of next-generation transport technologies that move the world's data at maximum speed regardless of file size, transfer distance and network conditions. Based on its patented, Emmy® award-winning FASP™ protocol, Aspera software fully utilizes existing infrastructures to deliver the fastest, most predictable file-transfer experience. Aspera's core technology delivers unprecedented control over bandwidth, complete security and uncompromising reliability. Organizations across a variety of industries on six continents rely on Aspera software for the business-critical transport of their digital assets. Please visit <http://www.asperasoft.com> and follow us on Twitter [@asperasoft](https://twitter.com/asperasoft) for more information.

About Telstra

Telstra is a leading telecommunications and technology company. We offer a full range of services and compete in all telecommunications markets in Australia, operating the largest mobile and Wi-Fi networks. Globally, we provide end-to-end solutions including managed network services, global connectivity, cloud, voice, colocation, conferencing and satellite solutions. We have licenses in Asia, Europe and the United States and offer access to more than 2,000 points of presence across the globe.

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